

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 CIAE-00 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 FAA-00 DOTE-00 MMO-04

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FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 4092

AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

AMCONSUL BELIZE

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MAZATLAN UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

UNCLAS SECTION 1 OF 2 MEXICO 4491

PLS PASS BIC/OIM - PORTER CLARY

3.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: END OF SHOW REPORT: AVIONICS & AVIATION GRAOUND SUPPORT EQUIP.

EXH., US. TRADE CENTER, MEXICO CITY, MARCH 30-APRIL 2, 1976

1. NAME OF EXHIBITION: AVIONICS AND AVIATION GROUND SUPPORT
EQUIPMENT EXHIBITION.

2. PLACE AND DATES OF EVENT: UNITED STATES TRADE CENTER,
MEXICO CITY, MARCH 30-APRIL 2, 1976.

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3. PARTICIPANTS: 16 REPRESENTING 18 EXHIBITORS

4. FLOOR SALES AT EVENT, INCLUDING DOLLAR VALUE OF MERCHANDISE
TURNED OVER TO AGENTS AND DISTRIBUTORS: \$40,989

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS
AS A RESULT OF THIS EVENT: \$2,770,000

6. COMPANIES SEEKING REPS: 11

7. REPS SIGNED: 0

8. REPS UNDER NEGOTIATION: 110

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: 1

10. JOINT VENTURES OR LICENSEES SIGNED: 1

11. SALES LEADS: 147

12. REGISTERED ATTENDANCE: 517

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: 14

B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 2

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES: 0

14. SUCCESS STORIES KEY; (1) OLD TO MARKET (OTM), NEW TO
MARKET (NTM), (2) OFF-THE-FLOOR SALES, (3) 12 MONTHS

PROJECTED SALES (4) SALES LEADS.

A. THE BENDIX CORPORATION (1) OTM, (2) \$10,000, (3) \$60,000,
(4) 30. BENDIX DISPLAYED ITS AIRBORNE WEATHER RADAR,
COMMUNICATIONS AND NAVIGATION EQUIPMENT AND FLIGHT
CONTROL SYSTEMS, ALL OF WHICH WERE WELL RECEIVED BY
INDUSTRY VISITORS. A BENDIX REPRESENTATIVE COMMENTED
THAT HE WAS "VERY PLEASED WITH THE SHOW". (CLEARED
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FOR PUBLICATION EXCEPT SALES FIGURES).

B. GLOBAL NAVIGATION, INC. (1) NTM, (2) 0, (3) \$350,000,
(4) 5. GLOBAL NAVIGATION'S AERIAL NAVIGATION EQUIPMENT
ATTRACTED A STEADY STREAM OF POTENTIAL CUSTOMERS WHO
WERE IMPRESSED BY THE EQUIPMENT'S NOVEL FEATURES.
R.F. BRADBERRY, GLOBAL NAVIGATION'S MANAGER FOR
INTERNATIONAL MARKETING COMMENTED THAT THE SHOW WAS

"EXCELLENT", AND "WELL PLANNED". HE FELT THAT THE TRADE CENTER PROVIDED "WAY ABOVE AVERAGE SUPPORT" (CLEARED FOR PUBLICATION).

C. SEPSCO DIVISION, CONNECTICUT INTERNATIONAL CORP., (1) NTM, (2) 30,000, (3) \$100,000, (4) 1 SEPSCO EXHIBITED ADVANCED AIRPORT LIGHTING SYSTEMS, INCLUDING VERY SOPHISTICATED STROBE-TYPE LANDING GUIDES. HERBERT CARTER, PRESIDENT OF SEPSCO, COMMENTED THAT IT WAS AN "EXCELLENT SHOW AND WELL WORTH THE EFFORT". (CLEARED FOR PUBLICATION)

15. SUPPLEMENTARY INFORMATION ON EXHIBITION

A. THIS EXHIBITION WAS TRADE CENTER'S US. BICENTENNIAL EVENT AND BICENTENNIAL RECEIVED MAXIMUM EMPHASIS. INCLUDED WAS 6-METER SPECIAL DISPLAY AREA AT ENTRANCE FEATURING PHOTOS OF PIONEER AND MODERN AIRCRAFT OF US. AND MEXICAN LINES AND LARGE MAP OF OUR TWO COUNTRIES IDENTIFYING THE NINE LINES PRESENTLY CONNECTING THE TWO NATIONS. A SPECIAL DISPLAY ON BRANIFF INCLUDED PHOTOS OF THEIR EARLY AND CURRENT STEWARDESSES AND AIRCRAFT AND A 1910 PHOTO OF ALBERTO BRANIFF, FIRST SPANISH SPEAKING PILOT, IN HIS PLANE. BOOTH ALSO FEATURED LARGE PANEL PHOTOS OF AMELIA AERHART AND OF FIRST LICENSED MEXICAN WOMAN PILOT, EMMA ENCINAS, WITH BLOW-UP OF FRIENDLY LETTER FROM AMELIA TO MISS ENCINAS. COLORFUL PROMOTIONAL CUBES OF US. AND MEXICAN TRAVEL INTEREST, A 1927 PHOTO OF CHARLES LINDBERG, A 1925 PHOTO OF ROBERT GODDARD, AND OF COURSE, BICENTENNIAL LOGO COMPLETED DISPLAY. PRESENT ON OPENING DAY WERE TWO BEAUTIFUL BRANIFF STEWARDESSES FLOWN FROM DALLAS FOR THE OCCASION, ONE WEARING UNIFORM OF 1927, THE OTHER UNCLASSIFIED

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WEARING CURRENT, COLORFUL UNIFORM. MISS ENCINAS WAS ALSO PRESENT ON OPENING DAY FOR LIVE PHOTOGRAPHY IN BOOTH. ADDITIONAL BICENTENNIAL EMPHASIS PROVIDED BY LARGE LOGOS AND RELATED RED WHITE & BLUE AVIONICS THEMATIC LOGOS THROUGHOUT EXHIBITION, BY HANDOUTS OF STORY OF CALDER-DECORATED "FLYING COLORS" BRANIFF PLANE AND BY DISTRIBUTION TO VISITORS OF BICENTENNIAL DECALS BY EMBASSY REPS IN TOPS BOOTH. VISITORS SEEMED PLEASED WITH BICENTENNIAL EMPHASIS WHICH ADDED FLAIR TO EXHIBITION.

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AMEMBASSY GUATEMALA

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B. ALTHOUGH NOT ONE OF THE TRADE CENTER'S LARGEST EXHIBITIONS BY ANY FRAME OF REFERENCE AND IN SPITE OF HAVING TO LABOR UNDER SEVERE RESTRICTIONS ON IMPORTATION OF GENERAL AVIATION AIRCRAFT, BOTH QUALITY AND GEOGRAPHIC SPREAD OF ATTENDANCE WERE EXCELLENT. ALL CENTRAL AMERICAN COUNTRIES EXCEPT PANAMA WERE INCLUDED AMONG REGISTERED BUSINESSMEN: FIVE FROM HONDURAS, FOUR FROM GUATEMALA, TWO EACH FROM EL SALVADOR AND NICARAGUA AND ONE FROM COSTA RICA. ATTENDANCE FROM HONDORAS AND GUATEMALA INCLUDED THE HEADS OF THE RESPECTIVE GOVERNMENTS' CIVIL AVIATION BODIES AS WELL AS COMMANDER OF GUATEMALAN AIRFORCE. CENTRAL AMERICAN POSTS ARE TO BE COMPLIMENTED ON THEIR VERY EFFECTIVE PROMOTION OF THIS EVENT.

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ATTENDANCE FROM MEXICO WAS ALSO OF HIGH QUALITY, INCLUDING SECRETARY OF COMMUNICATIONS AND TRANSPORT, DIRECTOR GENERAL OF CIVIL AVIATION AND, THROUGH VALUABLE ASSISTANCE OF EMBASSY AIR FORCE ATTACHE, SEVERAL HIGH OFFICIALS OF MEXICAN AIR FORCE. ATTENDANCE FROM MEXICAN CITIES OUTSIDE MEXICO CITY METRO AREA INCLUDED THREE FROM VILLAHERMOSA, TABASCO, TWO EACH FROM GUADALAJARA, LEON & PUEBLA AND ONE EACH FROM ACAPULCO, MONTERREY, PACHUCA, SALTILLO, SAN LUIS POTOSI, TEHUACAN, TEPIC & TLAXCALA. THERE WERE, IN ADDITION, 12 PERSONS FROM US. IN ALL 43 PERSONS, OR ABOUT 80% OF TOTAL ATTENDANCE CAME FROM OUTSIDE GREATER MEXICO CITY.

C. UNEXPECTED AND WELCOME VISITOR WAS US. ASSISTANT SECRETARY OF TRANSPORTATION FOR POLICY, PLANS AND INTERNATIONAL AFFAIRS ROBERT H. BINDER, ACCOMPANIED BY FOUR OTHER DOT OFFICIALS AND DIRECTOR OF PORT OF BROWNSVILLE, TEXAS. MR. BINDER AND PARTY TOURED EXHIBITION AND WERE PHOTOGRAPHED AT MOST BOOTHS. IN SUMMARY, EXHIBITION, WHILE SMALL IN MANY WAYS, HAD GOOD IMPACT AND RESULTS. IF MEXICAN GOVERNMENT ATTITUDE TOWARD IMPORTATION OF GENERAL AVIATION AIRCRAFT EASES, IT MIGHT BE WORTHWHILE TO REPEAT THEME IN TWO OR THREE YEARS.

D. ANOTHER SPECIAL FEATURE OF EXHIBITION WAS NIGHTLY, WELL ATTENDED SHOWING OF SMITHSONIAN FILM PROVIDED BY USIS TITLED "FLIGHT THE SKY'S THE LIMIT" THOMPSON

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